

ENGLISH VARIETIES

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ABSTRACT

The aim of this article is to describe both theory and specimens of the English varieties as stated by Mc.Arthur, such as nativized, decoratives, domesticated, and fractured English. Some data were extracted from authentic materials: magazine, newspaper, consumer of goods, clothing, etc. Decorative English refers to the English variety where English words are only used in this variety for specific purposes or the reason or prestige product; Domesticated English refers to the English variety where it takes place inside the native language Domesticated and borrowing English. The words fit perfectly into existing language system because they represent concepts and items for which no prior word existed and it is permanently words used by country which need them. Indonesia, for example, has been a great deal of borrowing words, such as in medical, advertisement, economy, banking, etc. In this matter, we also find many English words which are used by Indonesia temporally, what we called borrowing word. And the last one is fractured English, that is the misuses of English words and it has been discovered in advertisement, hotel notices, restaurant menus, etc.

I. Introduction

There are two kinds of diasporas which took place in spreading English. The first took place as a large numbers of people migrated from British isles to places such as Australia, New Zealand, and North America. The second diaspora of English took place in the colonial context of Asia and Africa. McArthur (1998:35)

Because of the two of these diasporas, English appears its variety. Variety is a set of linguistic items with similar social distribution and it involves languages, dialect and register. Variety of English can be categorized in many kinds. They are dialects, creoles, pidgins, nativized, decoratives, domesticated, and fractured English.

In this article, the writer would like to discuss and analyze some data of English variety which are limited on *decorative English*, *domesticated English*, *fractured of English*, and *nativized English* which are based on Mc. Arthurs' theory. Some data were extracted from authentic materials: magazine, newspaper, consumer of goods, clothing, etc.

II. Data Analysis Of English Varieties

2.1 Decorative English

Decorative English refers to the English variety where English words are only used in this variety for specific purposes or the reason or prestige product and does not have the message or in decorative English, messages are not important. But when English variety is found on some products and contains the messages, then it is regarded as an advertisement. It means that English words in advertisement are dealing with the effort to persuade people to buy some products and they will understand what the messages are. As the result, they will probably buy and use them.

Decorative and advertisement English are mostly found in Indonesia. The writer found them such as in T-shirt, trousers (notably jeans), notebooks, binder book, goods, etc. There are many misspelling, errors of grammar and other kinds of unconventional usage.

Based on the distinctions between decorative and advertisement English, the writer classifies some specimens below which are concerned with a decorative and advertisement of English.

Decorative English

a. a. Extracted from Trousers - jeans

- 1) *Hard to be parted from Lee-Cooper the original European Brand*
- 2) *W Classic*

O Authentics & Genuine Product

N The best jeans

D For Best result was inside out

E WONDER

R Just the basic wonda International

b. Extracted from T-Shirt

- 1) *Guest what ? What do I think !*

How fortune who can accept the charming emotions

*that nature gives him. Deeply thinking about principle
of reason and ideal future of our spread and with hoped*

- 2) *Earth take a good look it may be your last. H&R T-shirt.*

- 3) **Registered Trademark**

STUSSY

Authentic Stuff

This is a genuine article of stussy

gear. Heckit out !

Top notch quality Foremost. Built thought in oz

c. **Extracted from Notebooks**

You're nice to be with, lots of fun

You are all, things good friends are made of.....

I'm friend with you.

d. **Extracted from binder book**

S m i l e

Once upon a time in the morning shading down by a Gentle sunskinner

Under the blue skies and shadow of birds

Let's we play "Rock n" Roll on the Beach

We building up a big stand castle,

Today is a holiday, we're taking a vocation

and enjoying this day

Advertisement of English

a. **Extracted from Jeans label**

1) E X P O S 3

Expose jeans are first choice of young people.

Expose jeans Wear is made of the best 14

1/20 Expose jeans suitable for working and playing

100 % cotton

2) F A V O

A new experience

Coming up

These jeans were washed in a perfect system

You will soft and comfortable when you wear it

Jean wear

Full cut for comfort. **It is something special**

**This article good quality
and fine material**

b. goods

1. **FRYPAN**
Low fat cooking * easy to clean * Heavy gauge Alumunium
No-Stick Surface * Certified by Duppont
MAXIM Valentino
Bahan dari anti karat
2. **MAXIM : Easy clean-up interior and exterior.**
The new Generation Best value
Teflon certified Stick surface
Quality tested the worlds most popular. No-Stick cookware

Referring to some specimens above, the writer can explain again that *in decorative English*, English words only show decorations or they does not have message. Someone buys and uses those products just for prestige since the label of products are written in English. While in *advertisement English*, there are main messages which are available in those products so that someone are probably interested and even to buy them since they well understand those product. For example in **jeans** label, it is written such as *100% cotton, something special, good quality, fine material*; in **FRYPAN** is written such as *easy clean-up interior and exterior, teflon certified Stick surface*, etc. In Indonesia, housewives very like using the product which is labeled with *teflon* since it is the best good.

II.2 Domesticated and borrowing English

Domesticated English refers to the English variety where it takes place inside the native language. The words fit perfectly into existing language system because they represent concepts and items for which no prior word existed and it is permanently words used by country which need them. Indonesia, for example, has been a great deal of borrowing words, such as in medical, advertisement, economy, banking, etc. In this matter, we also find many English words which are used by Indonesia temporally, what we called *borrowing word*. Clearly, the writer extracted specimens of English word which are regarded as domesticated English and borrowing word in Indonesia as illustrated the following.

a. (Fajar newspaper, Wednesday, November 18, 1998: 12)

- 1) *Hotel Makassar Metro “Discount Khusus 50%”
Bagi setiap pemegang Kartu discount. Fasilitas:
Full AC, Televisi, Spring bed, telephone*
- 2) ***Bursa Handphone**
Jl. Gunung Latimojong 124B*

c. **Slip** *Setoran /Tabungan*

Keterangan:

Pejabat bank

Teller

Penyetor

d. Extracted from **Packing of NEOZEP medicine**

Spesialis flu and pilek NEOZEP Forte adalah aman. Menghentikan bersin dan batuk karena allergi

e. Extracted from Mathematics book for primary school, 2a 1984

Satu kilogram berapa gram ?

The underlined words above are regarded as domesticated English since it does not have counterpart in Indonesia. But in number (1) and (3) from those sentences are found English words which are regarded as *borrowing words* such as *discount* (=potongan harga) and *teller* (=kasir).

Nativized of English

Nativized of English refers to the variety of English where it takes features of the local or regional languages such as rhythm, accent, intonation, grammatical structure and vocabulary. In nativized English takes place variety of English in whole sentences.

In the written below are some specimens of nativized English of Indonesia. They are as follows :

a. **Extracted from *Wanita Indonesia Magazine*, November 30 - December 4, 1998**

M O D E

- 1). * Sweet en' Trendy
Kesan sweet girl
For skirt lipit lactel
yang berpadu seru bluose brokat
semberut orange.

- * Tank Top Plus longskirt ungu very trendy
dan smart dengan tambahan rompi capuchon hitam.

Enjoy play basket ? Saksikan Andec Basket Ball Mania dengan One on One Competition dan Fun Basket Ball
MC: Taufik Savolas

b

b. Extracted from *T-Shirt*

- 1). Come and join on Dagadu T-shirt
NO, AIDS

No sex - No kiss
No bed - No problem
No money - No way
No woman - No cry
No smoking - No time
No man - No ecstasy
NO COMMENT LAH

- 2). Aku **love** Rupiah
But aku cinta dollar pula
And cinta Yen pound. DM Baht
Dinar Pe peso Rea - Real
US \$ Dollar HR\$ Ringgit \$ M S\$ SGD HK\$
Aud \$ SCD Franc US \$ Dollar
Wa dokat pokoke Alias Fullus Ata
I Love Money Very Much Very much !
But the lost things! Gue lebih cinta ame cewek Tetangga

one....

Abisnya Doi.....Kece.....sich!

What we can conclude from specimens above are that they show a mixing languages, either English or Indonesia. In number (2) from T-shirt specimen have particle "lah" in which it is regarded as borrowing lexical item. In number (2), part (b) we can see Jakarta dialet such as *gue, sich, dokat, abisnya*. The grammatical errors can also be found on those specimens such as, **join on, enjoy play, but the last things**, **Very Much Very much**. When we refers to Standar English, those phrase or sentence can be corrected, such as :

- Come and ***join with*** Dagadu T-Shirt
- Enjoy ***playing*** basket ?
- But ***things lost***.
- I love money ***very much***.

II.3 *Fractured English*

Fracture of English is one of English varieties. It is the misuses of English words and it has been discovered in advertisement, hotel notices, restaurant menus, etc.

Below are the specimen of fractured English in Indonesia.

a. Extracted from Dialog magazine, 08/XXI, 1996

We like the DIALOG magazine because it helps our students to enrich their vocabularies. Therefore we hope that this magazine rises twice a month regularly.

b. Extracted from the task of Students IKIP Ujung pandang, Desember, 1997.

Ujung Pandang City is not far from Pare-Pare around about 155 kilometer.

c. Recorded from announcer of Al-Ihwan radio

The Al-Ihwan Radio always spreads English for you.

d. Extracted from Jakarta post Newspaper, September 12, 1998)

**1. Looking for an opportunity
to make great money ?**

5. Love Horses?

Join the club Jakarta Post

(Extracted from Jakarta post Newspaper, September 12, 1998)

Having analyzed the sentences above, the writer can conclude that those sentences are regarded as fractured English which can be classified into two kinds of error. They are as follows :

1. Lexical Error

The words “ *rises, around about, spreads*” are regarded as lexical errors. Since those words do not collocate with the sentence that follow. They must be replaced with “*published, approximately, broadcasts*”.

2. Grammatical error

In number (4) and (5) are regarded as fractured English since in those sentences reflects the grammar error, particular in deletion of *WH-Question* and *subject*. Therefore, those sentences can be corrected, such as :

a. ***Are*** you looking for an opportunity to make great money?)

b. ***Do*** you love Horses? Please join with the Club Jakarta Post)

Having analyzed some specimens above, the writer can conclude that in fact, in Indonesia ,it can be found variety of English, such as *decorative English, domesticated English, nativized English, and fracture English*.

It is necessary noted that even though the status of English in Indonesia just as a foreign language but it has impacts to society. Consumers of Indonesia for example, tend to use some goods which are labeled English words even though

they are not aware that those products are made in Indonesia. Younger people Indonesia are also mostly found in using English words just for prestige.

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